



## Who We Are

Fawkes + Holly is Janet Edmison and Leigh Schumann, a team of passionate, Vancouver-based women who love working in the non-profit industry. We are skilled fundraisers with 15-years of combined experience working in organizations ranging from international development and youth mentorship to social services and health care.

## What We Do

Fawkes + Holly works with small non-profits aiming to make a big impact. We provide a range of services designed to empower organizations and individuals to communicate their inspiring vision. You are changing the world, but your to do list is overwhelming and funding continues to be a challenge. Let us help you prioritize the endless tasks to focus on the activities that will raise the money you need to bring your vision to life.

## Vision

Empowering passionate people for the betterment of the world.

## Services + Opportunities

At Fawkes and Holly, we specialize in non-profit communications and fundraising for small shops, as well as in coaching, strategy development and support for individuals who raise their own salaries. Our services are diverse and aimed at tackling small non-profits' biggest funding challenges head-on. Every opportunity is customizable, so let's chat about what you need to make your dreams come true.

## Values

### **INSPIRED BY YOU**

We are first and foremost client-centred. We believe in you and are here to support you in taking things to the next level.

### **AGILE**

We are a small, highly skilled team that pivots quickly in response to our clients' needs.

### **AUTHENTIC**

We're genuine and driven. We're always going to do our best work for you.

### **BOLD**

We operate from a position of abundance and approach risk thoughtfully, and with courage.

### **JOYFUL**

We believe in blurring the lines between work and play because helping people make the world more awesome should be fun and creative with a dash of magic.



## I. Development Audit

Is your fundraising program lacking direction? Is it underperforming? Or maybe do you don't have one at all? You're not alone. Building, maintaining and growing a fundraising program – even a small one - is no easy feat.

Taking into account your organization's unique history, resources, context and expectations, our development audits are a deep dive into how to jump start your fundraising program quickly and effectively.

We spend time with you and your team getting to know you, your culture, staff structure and current fundraising program. With our years of hands-on fundraising and knowledge of the industry's best practices we evaluate your strategies, tools, processes, data and structures and provide an honest assessment of where you're at.

In our audits, we don't hold back but apply a strengths-based model of auditing that will leave you optimistic about the future and armed with a set of clear, prescriptive recommendations that will guide your move forward.



## 2. Development Plan + Calendar

At Fawkes + Holly we know you have countless balls in the air at once. This is the nature of non-profit work, especially in small shops. It's hard to slow things down for long enough to make a road map of where you're going next.

That's where we come in.

We'll work with your team to understand your organization's unique position and where you want to (and need to) go next. Using all the information, we will create a development plan with 6 - 12 clear strategies for success that are tailored to your team and the capacity you have for fundraising.

This development plan comes with an accompanying calendar that outlines a clear set of tactics for each strategy. These tactics are spread out over the 12-month period in a clear, easy-to-use checklist so you can bring this plan and, more importantly, your fundraising program to life.

This isn't one of those plans that gets tossed in a drawer and dusted off once a year for an AGM. It's the kind of plan that gets printed, posted by your computer and referenced on a daily basis. Why? Because we're dedicated to making your development plan a practical, flexible road map for success.



### 3. Coaching

We love empowering our clients to be successful. Through a structured program for your whole team or an on-demand program just for you, we'll come alongside and coach you in all things fundraising. We bring accountability, structure and experience to you and your team as you tackle the day-to-day challenges of engaging your donors, finding new supporters and battling the competing priorities of non-profit work.

Our coaching services are valuable for you if:

- + You are raising your own support.
- + You have a junior fundraiser on your team but you have no time to mentor them.
- + You're an ED with tons of program experience but you're new to the fundraising world.
- + You are an enthusiastic Board of Directors but you don't know how to activate your team to fundraise well.
- + You have a development plan but you find it hard to keep up with the tasks and stay on top of the moving pieces given all of your other responsibilities.

**With a 24-hour response time Monday to Friday, we're here for you when you need us most.**



## 4. Non-Profit Support Services

Non-profit teams are lean machines and sometimes you just need a little extra muscle. You can count on Fawkes + Holly to support your team of staff or volunteers by taking on big projects you don't have time for such as creating a case for support or spearheading your website redevelopment.

Alternatively, we can come alongside your team and provide support in the day-to-day hustle with email marketing, social media strategy, proposal writing, creating impact reports, advising on elevating fundraising events, hiring and more.



## 5. Priority Client Partnership

For a select group of priority clients, we offer everything above and more. With a proposal tailored specifically for you, we'll come alongside your team to write and execute your development plan. We'll coach you as needed and execute on a range of marketing and fundraising tasks. If necessary, we'll rally together a team of vendors to support you and make sure everything you need done comes to life.

The only thing we won't do is connect with your donors for you. This is something only you can do, and let's face it, your donors don't want to hear from us - they want to build a relationship with you!

Priority clients receive project management services free of charge and a discount on our hourly rate.



### **LEIGH SCHUMANN**

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Leigh is a creative communicator with eight years of experience sharing the heart of non-profit organizations across cultures and continents. From Swaziland to Ethiopia, Mozambique to Vancouver, her asset is the ability to powerfully connect donors and sponsors to the impact they are making in the world. With a diverse skill set and unique global experience, Leigh is passionate about equipping small charities with the words, images and strategies they need to extend their reach and increase their revenue.

As the Founder of The Lipstick Project, Leigh has been named to BC Business' Top 30 Under 30 list and has been nominated for the YWCA's Women of Distinction Awards. She has spoken at TEDxSFU and Sam Sullivan's Public Salons. She is currently an MBA Candidate at Simon Fraser University's Beedie School of Business.

### **JANET EDMISON**

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Janet is a strategic thinker with seven years of experience fundraising for small and mid-sized non-profits including Cystic Fibrosis Canada and Union Gospel Mission. Passionate about sharing the vision and mission of organizations making an impact around the world, Janet excels at developing strategies and materials that change the game for small teams with limited resources.

Equipped with a certificate in Fundraising Management from BCIT, Janet's asset is her diversity. With substantial skills in programs such as InDesign, Illustrator, MailChimp, Raiser's Edge and more. Janet is an excellent communicator and a tireless advocate for the causes she takes on.

## Hear what our clients are saying...



*"Fawkes + Holly perfectly complement my strengths - they literally help me make my dreams a reality. My head is full of creative ideas but I don't often know how to translate them into the real world. F+H work with me in creating weekly manageable tasks that allow me to feel like I'm making progress."*

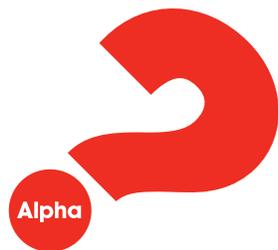
# SAD

*Stories. Art. Design.*

*"It's been so helpful to work with Fawkes + Holly and receive a strategy tailored to our organizational culture, goals, and activities."*



*"F+H heard our goals and aligned, preemptively anticipated work and followed up to ensure all parties did what was needed. We're excited at what has been achieved this far and looking forward to this coming year!"*



*"Wow - you are SO good. Seriously, you took what was a little lifeless and breathed life into it. I love the changes you made and I think everything weaves together super well with the story. I'm so excited to share this story with my donors."*

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*We do not need magic to transform the world. We carry all the power we need inside ourselves already. We have the power to imagine better.*

*- J. K. Rowling*